

## ABSTRACT

A toner consisting of either a black toner or a color toner for use in an oil-less fixing system free from an oil coating on a fixing roller, the toner comprises 5 a binder resin and a wax as well as carbon black having an oil absorption of 50 to 100 mL/100g where the toner is the black toner or a coloring agent where the toner is the color toner, and is characterized in that the binder resin has a rate of decrease of storage elastic modulus 10  $G'$  of not more than 0.3 Pa/ $^{\circ}\text{C}$  as determined in association with temperature increase in the range of 160 to 200 $^{\circ}\text{C}$ . The binder resin preferably has a weight average molecular weight  $[\text{M}_w]$  of 10,000 to 200,000, an  $[\text{M}_w]\text{M}_n$  ratio between 15  $[\text{M}_w]$  and a number average molecular weight  $[\text{M}_n]$  thereof in the range of 1 to 15, or a peak rate of decrease of the storage elastic modulus  $G'$  in the temperature range of 70 to 100 $^{\circ}\text{C}$ . The toner suited for use in the oil-less fixing system and particularly suitable for forming a color image is provided.